



BUSTER BROWN'S Guaranteed
STOCKING
FOR MEN & BOYS
Mullett-Kelly
Kearns Bldg.

Styleplus
Only to be had at
Clothes \$17
SIEGEL'S 228-230
MAIN ST.



ALFORD BROS. CO.
Middle
Main

The Home of
HART SCHAFFNER & MARX CLOTHES
GARDNER & ADAMS CO.

von Gal made Hats
"Correct Styles for Men"
MULLETT-KELLY CO.
KEARNS BUILDING.



Co-Op Furniture Co.

Firestone

TIRES

FIRESTONE TIRE & RUBBER CO.
147-149 State St. SALT LAKE CITY

Studebaker

"25" — "35"

Buick See
1913 Model
Randall-Dodd Auto Co., Ltd.

THE Detroit
ELECTRIC
Salt Lake
Auto
Company
162 East First South Street

FAMOUS HOLEPROOF HOSIERY
FOR MEN WOMEN AND CHILDREN
MADSEN, OWEN, SANDERS CO.
CLOTHIERS 124 South Main St.

Studebaker Bros.
Co. of Utah
SALT LAKE CITY

The Missing Link in Advertising

From The Live Wire, a publication issued by the Giles Advertising Agency, Salt Lake.

During the past few years, advertising managers of publications and advertising agents especially have realized that there was a missing link in advertising. This link is the connection between National Advertising and the retailers who distribute Nationally advertised goods to consumers. Various plans have been suggested to supply this missing link and strange as it may seem, the nearest approach to a successful solution of the problem has been made here in Salt Lake. The Herald-Republican two years ago ran a directory of nationally advertised goods, giving the name of the retailer from whom they could be purchased locally. Although the plan from an advertising standpoint seemed to have considerable merit, for some unexplainable reason it fizzled out and was discontinued. It may have been that retailers do not fully appreciate the importance of this work and that the expense of carrying cards in the daily newspapers was larger than the business men thought justifiable.

Recently Goodwin's Weekly has taken the matter up on a basis that allows representation for all nationally advertised

goods at a nominal cost. So far, however, the support received is not of the most encouraging nature and the successful outcome of the plan is not yet assured, although it is certain that if the retailers knew how much business could be developed through this plan, instead of one page, as now proposed, at least two pages would be demanded.

The foregoing statements are brought forth by a letter recently sent out to advertising agents by Collier's Weekly. For four years Collier's Advertising department has been working on this plan and announcement is now made that they have at last discovered the missing link, and that they believe they have devised a plan for increasing the effectiveness of national advertising. The medium selected by Collier's is the telephone directory. The reason for this is that they argue that practically every person who reads advertising in the National Magazines and who is a customer for nationally advertised goods, is a user of the telephone directory. Especially where the telephone system is controlled by one company it is thought that a directory in the back of the telephone book will reach every prospect for nationally advertised goods.

How soon this plan will be put into operation is not stated, but assurance is given that as soon as the necessary arrangements can be completed, the telephone directory will be used for this purpose, with the result that when a reader of a national magazine is attracted by an advertisement it will be only necessary to refer to the telephone book to find what dealer sells the advertised article locally.

Of course, to bring about this result it is necessary that all manufacturers of, and dealers in nationally goods co-operate in this movement and have representation in the directory.

Until some better plan is devised, it looks as though this one will solve the problem. However, as far as local advertisers are concerned, it is indefinite as to when the telephone directory plan will be inaugurated, and in the meantime Goodwin's Weekly offers this missing link to those who appreciate the value of it.

This not a boost for Goodwin's Weekly—but is made unsolicited, and until it is in print, the publishers of that paper will know nothing of it. It is brought to the attention of advertisers for the reason that it marks an advance in the advertising world.

National Magazines Help Create the Demand
Goodwin's Weekly is the Consumer's Guide